

AUG 04 2004

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Date: August 4, 2004

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To:	Company:	Facsimile No:	Telephone No:
Examiner K.H. Le	U.S. Patent and Trademark Office	703.872.9306	
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<i>Sent By:</i>	Lynn Donnelly	<i>Direct Phone:</i>	202.756.8086
<i>Client/Matter/Tkpr:</i>	38188.382/4715	<i>Original to Follow by Mail:</i>	No
		<i>Number of Pages, Including Cover:</i>	17

Docket No.: 38188-382

PATENT

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## Response Under 37 CFR 1.116 – Expedited Procedure

Certification of Facsimile Transmission

In re Application of	:	Customer Number: 20277	
Alan K. GORENSTEIN	:	Confirmation Number: 8377	I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.
Serial No.: 09/766,636	:	Group Art Unit: 3622	<u>Michael K. Le</u> Type or print name of person signing certification
Filed: January 23, 2001	:	Examiner: K.H. Le	<u>JK</u> 8/4/04 Signature Date

For: SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION

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U.S. practice conducted through McDermott Will & Emery LLP.  
600 Thirteenth Street, N.W. Washington, D.C. 20005-3096 Telephone: 202.756.8000

Docket No.: 38188-382

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PATENT

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In re Application of : Response Under 37 CFR 1.116 - Expedited Procedure  
 Customer Number: 20277

Alan K. GORENSTEIN : Confirmation Number: S377

Serial No.: 09/766,636 : Group Art Unit: 3622

Filed: January 23, 2001 : Examiner: K.H. Le

For: SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION

Mail Stop AF  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

## Certification of Facsimile Transmission

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*Michael F. Cullen*  
 Type or print name of person signing certification  
*MF* 8/4/04  
 Signature Date

Dear Sir:

Transmitted herewith is an Amendment in the above-identified application.

No additional fee is required.  
 Applicant is entitled to small entity status under 37 CFR 1.27  
 Also attached:

The fee has been calculated as shown below:

	NO. OF CLAIMS	HIGHEST PREVIOUSLY PAID FOR	EXTRA CLAIMS	RATE	FEE
Total Claims	37	32	5	\$18.00 =	\$90.00
Independent Claims	6	5	1	\$86.00 =	\$86.00
Multiple claims newly presented					\$0.00
Fee for extension of time					\$0.00
					\$0.00
Total of Above Calculations					\$176.00

Please charge my Deposit Account No. 500417 in the amount of \$176.00. An additional copy of this transmittal sheet is submitted herewith.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 500417, including any filing fees under 37 CFR 1.16 for presentation of extra claims and any patent application processing fees under 37 CFR 1.17.

Respectfully submitted,

MCDERMOTT WILL & EMERY LLP

*Lawrence T. Cullen*  
 Registration No. 44,489

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AMENDMENT

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## Certification of Facsimile Transmission

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 transmitted to the Patent and Trademark Office  
 on the date shown below.

MICHAEL AGARV  
 Type or print name of person signing certification  
MA 8/4/04  
 Signature Date

Dear Sir:

In response to the final Office action mailed on May 5, 2004, having a shortened  
 statutory time period for response set to expire on August 5, 2004, please amend the above  
 identified application as follows: